

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)	Examiner: David Faber
Rothman, et al.)	
Serial No.: 10/681,476)	Group Art Unit: 2178
Filed: October 8, 2003)	Confirmation No.: 7476
For: METHODS AND SYSTEMS FOR)	
PROGRAMMABLY GENERATING)	
ELECTRONIC CREATIVES FOR)	
DISPLAY ON AN ELECTRONIC)	
NETWORK)	

RESPONSE TO FINAL OFFICE ACTION
DATED SEPTEMBER 16, 2009

Via EFS Web

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following Amendments and Remarks are made in response to the final Office Action mailed on September 16, 2009. Applicants are concurrently filing a Request for Continued Examination (RCE). The shortened statutory period for response is three months from the mailing date, *i.e.*, by December 16, 2009. Thus, this response and the RCE are timely. The Commissioner is authorized to charge the fee for the RCE, the net addition of claims, and any other fees which may be required in connection with this application (excluding the issue fee), or credit any overpayment, to Deposit Account No. 19-2380, Order No. 002566-020000. In view of the claims amendments and remarks submitted herewith, reconsideration of the application is respectfully requested.

Amendment to the Claims begins on page 2 of this paper.

Remarks begin on page 19 of this paper.